TECHNIQUE FOR SECURELY CONDUCTING ONLINE TRANSACTIONS

Abstract of the Disclosure

In e-commerce, customers conduct transactions
5   with merchant servers on the Internet, which are
associated with different merchants. A financial data
center is established to handle the finance attendant to
the online transactions, in accordance with an inventive
financial service. Each merchant participating in the
10 inventive financial service maintains a merchant account
in the financial data center. Similarly, each customer
subscribing to the inventive financial service maintains
a user account in the financial data center. In
conducting an online transaction, after a customer makes
15 a purchase from a merchant server, the merchant server
communicates purchase information to the financial data
center. In response, the financial data center
identifies the corresponding user and merchant accounts.
Upon receiving an affirmation of the purchase from the
20 customer, the financial data center transfers the
purchase amount from the user account to the merchant
account to complete the online transaction.